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# Oracle

## 1Z0-340-25

Oracle Eloqua Marketing 2025 Implementation Professional



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# Latest Version: 6.2

## Question: 1

What is the primary purpose of the Campaign Canvas in Oracle Eloqua?

- A. To design email templates
- B. To manage CRM field mappings
- C. To visually design and automate marketing campaigns
- D. To configure database schema

**Answer: C**

Explanation:

The Campaign Canvas is used to visually design campaign logic, flow, and automation.

## Question: 2

Which TWO actions are considered best practices in Oracle Eloqua implementations?

- A. Duplicating existing security groups before modification
- B. Editing default system security groups directly
- C. Using shared filters for consistent segmentation
- D. Hardcoding campaign logic without testing

**Answer: A, C**

Explanation:

Oracle recommends duplicating security groups and using shared filters for scalability and governance.

## Question: 3

What is the primary purpose of the Campaign Canvas in Oracle Eloqua?

- A. To design email templates
- B. To manage CRM field mappings
- C. To visually design and automate marketing campaigns
- D. To configure database schema

**Answer: C**

Explanation:

The Campaign Canvas is used to visually design campaign logic, flow, and automation.

## Question: 4

What is the primary purpose of the Campaign Canvas in Oracle Eloqua?

- A. To design email templates
- B. To manage CRM field mappings
- C. To visually design and automate marketing campaigns
- D. To configure database schema

**Answer: C**

Explanation:

The Campaign Canvas is used to visually design campaign logic, flow, and automation.

## Question: 5

Which TWO actions are considered best practices in Oracle Eloqua implementations?

- A. Duplicating existing security groups before modification
- B. Editing default system security groups directly
- C. Using shared filters for consistent segmentation
- D. Hardcoding campaign logic without testing

**Answer: A, C**

Explanation:

Oracle recommends duplicating security groups and using shared filters for scalability and governance.

## Question: 6

What is the primary purpose of the Campaign Canvas in Oracle Eloqua?

- A. To design email templates
- B. To manage CRM field mappings
- C. To visually design and automate marketing campaigns
- D. To configure database schema

**Answer: C**

Explanation:

The Campaign Canvas is used to visually design campaign logic, flow, and automation.

## Question: 7

What is the primary purpose of the Campaign Canvas in Oracle Eloqua?

- A. To design email templates
- B. To manage CRM field mappings
- C. To visually design and automate marketing campaigns
- D. To configure database schema

**Answer: C**

Explanation:

The Campaign Canvas is used to visually design campaign logic, flow, and automation.

### **Question: 8**

Which TWO actions are considered best practices in Oracle Eloqua implementations?

- A. Duplicating existing security groups before modification
- B. Editing default system security groups directly
- C. Using shared filters for consistent segmentation
- D. Hardcoding campaign logic without testing

**Answer: A, C**

Explanation:

Oracle recommends duplicating security groups and using shared filters for scalability and governance.

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